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TO: Mr. David I. Greenberg

DATE: January 25, 1994

FROM: Matthew N. Winokur

SUBJECT: Greece trip report and plan

On January 20 Ms. Helene Lyberopoulos and I visited PM Hellas. The purpose was to provide an overview of international and EC developments that could affect domestic policies, review the status of and potential for changes in local regulations related to smoking restrictions and develop plans as necessary. Attending were Mr. Iain Watt, Ms. Peggy Vassilaki of ESKEE, and Mr. Thalis Coutoupis, consultant to PM.

#### Overview

A significant proportion (17%) of Greece's population is dependent on tobacco. Thus threats to destabilize the environment surrounding smoking are likely to come from outside the country. Media are expected to report international developments such as the outcome of the EPA litigation, the OSHA rule-making on IAQ, the "IX World Conference on Smoking OR Health" and the IARC study.

#### Workplace

The most immediate threat is the possible introduction of restrictions on smoking in the workplace. It is believed that restrictions are being considered by the Ministry of Labor to ensure Greece complies with the EC Directive on Health and Safety in the Workplace. Greece's derogation lapses December 1994. However, given the socially acceptable status of smoking, the introduction of a law could be viewed as an opportunity to lock in principles of accommodation. The following next steps were agreed to:

- Continue to track Ministry action regarding promulgation of a law.
- Evaluate positions of other ministries to develop additional support for accommodation and mitigate demands for tougher guidelines.
- Recognizing that Greece must prepare some workplace legislation, position the industry as supporting efforts for reasonable, i.e., accommodation-type, legislation and provide P. Vassilaki with the Belgian Royal Decree to give to the Ministry as a model law.
- Recognizing that the IX World Conference may pressure national health ministers to act either prior to or immediately following the Paris conference in October '94, evaluate the timing of industry contacts with the Labor ministry to help advance passage of reasonable legislation.
- Consider the use of public opinion research to gauge public sentiment on tobacco issues in general and, specifically, to help secure government support of accommodation principles in the workplace legislation. P. Vassilaki will evaluate and make a recommendation.
- Examine opportunities to secure support of the two principle syndicates which represent the public and private sector employees. The major force in the latter is the Greek General Confederation of Workers representing the "blue collar" workforce. Both unions are pro-government and would support a government initiative.
- Provide PM Workplace Kit as means for developing communications approaches with the employer sector if necessary.

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### Public Places

New restrictions in restaurants and other public places are viewed as unlikely. Smoking is already prohibited on public ground transportation, in schools, theater seating areas and in hospitals. Enforcement may be an issue.

Restaurant owners have no formal association. Hotel operators belong to the Greek Hotel Associations which is a member of Hotrec. Greece hosted the 1993 Hotrec Assembly. The PMCS project with Hotrec was identified as providing a "top down" means for communicating the principles of accommodation to the Greek association. P. Vassilaki and T. Coutoupis will consider additional means for strengthening relations with the Association.

*(as ESKEE communication consultant)*

The draft EC Transport Directive was discussed in some detail. It was agreed that at this stage the Greek industry would take no action vis a vis the Greek government's position on the Directive until requested by PMCS.

IARC was reviewed, as well. P. Vassilaki and T. Coutoupis will try to identify relations with the Dr. Kalindidi, the IARC study country collaborator for Greece.

*(ELEFNERIA)*

The Greek smokers rights group is small but has the potential to contribute to the debate on smokers' rights. This is particularly important because ESKEE cannot address the ETS issue publicly. A new head for the SRG has been identified and will assume responsibilities this year and efforts are underway to expand membership. Information on programs undertaken by other SRGs will be forwarded to T. Coutoupis.

cc: Mr. David W. Bushong  
Mr. Ted Lattanzio  
Ms. Helene Lyberopoulos  
Mr. Steven Parrish  
Ms. Joanna Sullivan  
Mr. Iain Watt

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